



# Press Release

1111 Broadway, Suite 800  
Oakland, CA 94607  
510.208.7400  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

## FOR IMMEDIATE RELEASE

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**CONTACT:** Tess Lengyel, Executive Director

**P:** 510.208.7400

**E:** [contact@AlamedaCTC.org](mailto:contact@AlamedaCTC.org)

**W:** [www.AlamedaCTC.org](http://www.AlamedaCTC.org)

## 100 Alameda County Schools Participate in the Annual Golden Sneaker Contest

Students compete by choosing healthy travel options to  
get to school February 24 through March 6

**ALAMEDA COUNTY, Calif.** – Starting today, 100 schools throughout Alameda County will participate in the Alameda County Safe Routes to Schools Program’s 2020 [Golden Sneaker Contest](#). Students are encouraged to walk, roll, carpool or take transit as much possible from February 24 to March 6, to get active and reduce their carbon footprint. This year, approximately 63,000 students from Alameda County elementary, middle and high schools are participating. For the fourth year in a row, trophies for winning classrooms will be made with sneakers donated by the Golden State Warriors.

“We are excited about our tenth year of the Golden Sneaker Contest! Last year, participating schools saw 51 percent of trips using shared and active travel modes,” says Alameda County Transportation Commission (Alameda CTC) Chair and San Leandro Mayor Pauline Cutter. “Over the past decade, this contest has been a great way to engage our young people and encourage parent participation and healthy transportation habits while also reducing pollution.”

At the end of the two-week contest, the classroom in each participating school with the highest percent of students using active or shared transportation to commute to and from school will receive a Golden Sneaker trophy in honor of their efforts to support a healthier environment. Families that live too far away to walk or bike to school can still join in the contest by taking transit, carpooling or parking several blocks away, then walking to school the rest of the way.

The ultimate prize—the Platinum Sneaker Award—will be presented to the school with the greatest percent increase of students using green modes of transportation during the contest, and will be honored by Alameda CTC Commissioners at their April 23, 2020 Commission meeting.

This annual contest is organized by the [Alameda County Safe Routes to Schools \(SR2S\) Program](#) and funded by Alameda CTC with support from federal and state funding sources. Schools that are new to the SR2S Program can find contest resources and materials in English and Spanish on the [Golden Sneaker Contest webpage](#).

### **About the Alameda County Transportation Commission**

The Alameda County Transportation Commission is governed by a 22-member Board comprised of elected officials representing the County Board of Supervisors, all 14 cities in Alameda County, and two major transit operators. Alameda CTC coordinates countywide transportation planning and delivers essential, voter-supported transportation improvements in every jurisdiction throughout Alameda County. Funding sources for Alameda CTC's expenditure plans include the voter approved transportation sales tax Measures B and BB, which were approved by 81.5 percent of county voters in 2000, and more than 70 percent of voters in 2014, respectively. Visit [www.AlamedaCTC.org](http://www.AlamedaCTC.org) to learn more, and follow Alameda CTC on [Facebook](#) and [Twitter](#).

### **About the Alameda County Safe Routes to Schools Program**

Since 2006, the Alameda CTC has prioritized safe walking and biking to schools through its [Safe Routes to Schools \(SR2S\) Program](#). Serving over 200 schools annually, the comprehensive program provides free education, training and support to schools that want to teach safe pedestrian and bicyclist behaviors, as well as encourage carpooling and transit use. The Alameda County Safe Routes to Schools Program is an Alameda CTC program funded with Alameda County's local sales tax Measure B, state and federal funds.

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